

8 / Offer Ideas That Work

Once you **determine what drives your audience**, you can **create an offer** they are likely to **perceive as uniquely valuable** and act on.

Small Steps

These offers are very easy for the visitor to say yes to. They don't require any human contact and usually give instant value.

- ✓ Price calculator
- ✓ Interactive customization tool
- ✓ Mail me a full catalog
- ✓ Mail me samples
- ✓ Download a Kit
- ✓ Access to special info
- ✓ Webinar
- ✓ "How they did it" industry case studies
- ✓ Insightful reports
- ✓ Education tools: how tos, tutorials, videos
- ✓ Subscribe
- ✓ Ebook
- ✓ Guides
- ✓ New industry research
- ✓ Templates / worksheets
- ✓ Product demos
- ✓ Coupons

Bigger Steps

These offers require more effort for the visitor and possible interaction with a human. They may not provide instant value and are for visitors who have already taken small steps and are now ready to get serious.

- ✓ Contest
- ✓ Free estimates
- ✓ Meet the team
- ✓ Tour
- ✓ Free trial / evaluation
- ✓ Time-bound deals
- ✓ Flat entry fee
- ✓ Give-away or sample of your service
- ✓ Discount if they tell a friend
- ✓ Free upgrade
- ✓ Locate dealer / builder
- ✓ Free consultation
- ✓ Seminar
- ✓ Guarantees

